



# Airbnb's Impacts on Cities

Through its guest and host communities, Airbnb is helping build more sustainable, livable, and economically vibrant cities and communities. We are enabling residents to access new economic opportunities, promoting entrepreneurship, strengthening communities, and conserving resources—all aspects of urban life that city leaders care deeply about.



## Economic Impacts

### Supporting Local Households

Home sharing allows local residents to use what is typically one of their greatest expenses - their home - to make ends meet:

**82%**

of Airbnb hosts share the home in which they live.

**47%**

of hosts say hosting has helped them afford to stay in their homes

**48%**

of host earnings go towards basic household expenses like rent and groceries

### Supporting Neighborhood Businesses

Airbnb helps spread the economic impacts of tourism to more people and places than ever before:

**74%**

of Airbnb properties in our top markets are outside of main hotel districts, bringing spending into areas that would normally not benefit from tourism.

**42%**

of guests' daytime budget is spent in the neighborhood in which they stay.

### Complimenting Traditional Industry

Airbnb is complementary to the existing tourism industry. In most of Airbnb's top markets hotel occupancy and room rates are also at all-time highs.

**2.1x**

Airbnb guests stay 2.1 times longer than the typical visitors.

**1.8x**

Airbnb guests spend 1.8 times more than typical visitors.

**~1/3**

of Airbnb guests surveyed say they either would not have come or would not have stayed as long in the city without Airbnb.



## Environmental Impacts

By helping residents share their homes, Airbnb promotes the efficient use of existing resources as well as a more environmentally sustainable way of traveling. When staying in someone's home, rather than in a hotel, Airbnb guests conserve significant resources.

Airbnb guests:

**US**

**61%**

less greenhouse  
gasses produced

**63%**

less energy  
consumed

**12%**

less water used

**32%**

less waste created

**EU**

**89%**

less greenhouse  
gasses produced

**78%**

less energy  
consumed

**48%**

less water used

**0-28%**

less waste created

Airbnb hosts are more aware than their neighbors of sustainable practices:

**US**

**83%**

have at least one  
energy efficient  
appliance

**95%**

provide recycling  
options for their  
guests

**82%**

use at least one "green"  
or "sustainable" cleaning  
product

**EU**

**79%**

have at least one  
energy efficient  
appliance

**89%**

provide recycling  
options for their  
guests

**72%**

use at least one "green"  
or "sustainable" cleaning  
product



## Social impacts

Airbnb's peer-to-peer interactions build community, foster cultural exchange, and strengthen empathy and understanding.

**52%**

of hosts say that  
hosting has positively  
impacted the way  
they interact with  
their community

**61%**

of hosts say that  
hosting has positively  
impacted the way  
they look at life

“I’ve met people from around the world and become friends with some of them. I realized that sometimes one might have more things in common with a person coming from the other side of the globe than with a person living next door.”

— Athens, Airbnb Host